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PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

PUBLICATION OFFICES : { NO. 10 SPRUCE STREET, NEW YORK.
{ NO. 135 FLEET STREET, E. C., LONDON.

VOL. VII.

NEW YORK, OCTOBER 19, 1892.

No. 16.



In Philadelphia the foxes don't care much for poultry. It is common—
too common! Game is more delicious : but no one likes to be made game of.

Widespread Circulation

is of comparatively small value. Advertisers who make a study of newspaper advertising; follow up such advertising by having their goods placed on sale in the stores of the towns in which they are advertising.

A section of territory is generally taken, and the advertising is followed up with the advertised goods, so that inquiries created by the advertising are met with the articles on sale, and the demands immediately filled.

To accomplish this, *local advertising only* can

I400 Local Country Papers
comprise the

ATLANTIC COAST LISTS.

The Lists are divided into nine divisions. Advertisers can thoroughly advertise sections of territory and follow up their newspaper advertising with placards, samples, goods, etc. Half a cent a line a paper for transient orders—quarter of a cent when 1,000 lines are engaged.

One electrotype and one order only needed.

Catalogue upon application.

be used to advantage. If the circulation is widespread the effect is largely lost because it cannot be supplemented by placards, etc., and the goods on sale.

It is just as necessary to make it easy for those interested to procure the goods as it is to advertise them.

**ATLANTIC COAST LISTS, 134 Leonard St.,
NEW YORK.**

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A RAILWAY PRESIDENT'S VIEWS ON ADVERTISING.

By Chauncey M. Depew.

When I say that every enterprise, every business, and I might add every institution must be advertised in order to be a success I only voice the general opinion of those who are most capable of judging. To talk in any other strain would be madness.

Few if any of our American institutions have made more rapid and successful strides during recent years, and especially during the past decade, than general advertising. It has increased, it has been perfected, the field has been enlarged, a host of new ideas have been and are being constantly introduced, until to-day advertising is one of the most important elements essential to commercial success.

That much abused individual, the advertising solicitor, I consider a modern wonder. For activity, enterprise, keenness and shrewdness, as well as a judge of human nature, tisers. I consider that American advertising is way ahead of that of our English cousins, in a general sense, although there are many English details that I think could be successfully adopted on this side. Our big metropolitan daily newspapers far excel those of the continent, and especially those of Great Britain. There was one advertising method that I was glad to see last summer had obtained no foothold in England. I refer to that detestable custom

of people that contributes most to the treasury of a great railroad is made up of those who travel frequently, even if they do not ride for long distances. That class commonly called commuters comes under this head. In consideration of this, as well as the fact that people are obliged to travel over the road on which they are located, a railroad derives but little benefit from general advertising. A patent medicine firm or a dry goods dealer obtains many times as much, proportionately.

Of course when a person is about to take a long journey there are usually a number of trunk roads over which he may travel, or at least start upon his trip. Naturally our general advertising brings in returns from this class, but it is of such minor importance, comparatively speaking, that it is not a strong argument in favor of general advertising for railroads. But the two reasons given make the railroads among the most liberal of adver-



CHAUNCEY M. DEPEW,
President New York Central & Hudson
River Railroad.

How about railway advertising? Well, our advertising here on the N. Y. C. & H. R. R. is done more as a favor to the traveling public, in the sense of giving them information in regard to the movements of trains, etc., than personal benefit to the road, and I think that this same policy holds good in regard to other roads. The

and in similar ways. This country is 1,000,000 copies and sells for the small full of it; but there is none on the other side. I think that any one who would disfigure the Palisades, or the rocks at Niagara Falls, or in the Yosemite Valley, by painting upon them "Use Jones' Soap," or "Buy Smith's Tooth Powder," should be sent to State prison for life.

Our American papers excel those of England in that enterprise which involves the spending of money. The average enterprising paper of New York hesitates at almost no expenditure, providing that it can afford it, and is satisfied that its patrons demand it, and that it is to its advantage.

It is not so on the other side. When I was in a large city in England a few weeks ago; I said to the owner of a daily paper, who was cleaning up over \$300,000 a year, and which published very little cable or telegraphic news compared with the expenditures of our papers:

"Why do you not spend more money and give your readers more and better news from the continent of Europe, from Asia and America?"

The gentleman looked at me for a moment in a manner that seemed to imply that he thought I was woefully ignorant of newspapers, and then slowly replied:

"I am not a philanthropist, and, so long as my readers and advertisers are as well pleased, it would be folly for me to show what you Americans call 'enterprise.'"

Of course the great papers of London and other large English cities make a great deal of money, but I do not think that they make nearly as much as they would if they were run on a different principle. A somewhat singular fact in connection with English journalism is that the paper that has the most influence among the upper classes, financiers and great business houses, has the smallest circulation, and yet it sells for the highest price. I refer to the *London Times*, which retails for "tuppence" (or four cents) a copy.

Newspapers are more generally read by the poorer people in this country than on the other side, excepting, possibly, France. In Paris every one reads the papers, even the cabmen, who appear to be inveterate readers.

The *Petit Journal* is the favorite Paris paper, especially of the working men. It has the immense circulation of

the sum of one-half cent in our money.

If our New York papers paid no more attention to general and foreign news than those of the other side they would probably lose money instead of making it. The Americans are a very intelligent reading public, and they demand and receive the very best kind of modern journalism.



The "Recorder's" new home on Spruce street—directly opposite the "Printers' Ink" building.

EDUCATE YOUR BUYERS.

By Benjamin Webster.

If you find a street-boy's caricature of yourself chalked upon your door or wall, and if the caricature shows you that your hat is unbecoming, you have learned something. Whale the boy—catching him first, of course—but change your hatter.

Artemus Ward, the humorist, wrote a blood and thunder novelette and wound it up with the statement that the succeeding installments would be found in some fictitious paper. And this paper, he proceeded to state in lines of capitals all down the page, was

THE ALL-FIREDEST PAPER ON EARTH,
THE ALL-FIREDEST PAPER ON EARTH,
and so on.

The absurdity was exquisite—but don't some of you modern advertisers recognize the pattern of your own hats?

Undoubtedly the readers will remember the sentence, "The all-firedest paper on earth," but they will no doubt also be left about as they were, so far as their opinions are concerned. Their minds will not be affected even if they have a new sentence in their memories.

Aristides was thoroughly advertised among the Athenians as "the Just." Perhaps the modern populace may be equally affected by continual statements that this and the other thing "is the best in the market," or "leads all the rest in quality."

No doubt "Beecham's Soap floats," and "Ivory Pills are worth a guinea a box," but isn't it about time that the advertisers recognized the fact that this is an age of "wherefore" and of "why"?

When a dealer or a manufacturer issues a catalogue or a pamphlet, he devotes the larger part of it to telling how his goods are superior to others. If he is a bicycle maker, we have excellent dissertations upon the superiority of ball-bearings in diminishing friction, or upon the desirability of nickel-plating to prevent rust. We see diagrams showing how admirably the weight is distributed (as the courteous man at the scales said to the stout lady).

But in newspaper advertising—which should of all others be the most interesting and effective—another plan is adopted. Vague statements are emphasized in the hope that the reader may be induced to make further inquiry. If specially concerned, the reader

may look the matter up, but if he is merely the casual reader, he skims over the advertising pages and dismisses with a glance all that does not give him information.

"The best advertisement is the pleased customer." Did you ever consider why? If he went around, idiotically remarking that if you would press the button it would cure that tired feeling, he would have the same effect as the sandwich man, and no more. But he doesn't. He says, "By the way, Jones, don't your suspenders hurt your back? I thought so. Now I've found the best thing in galluses you ever saw. These braces have super-springs, contributing quiet and ease. You ought to get a pair. Do you see that hump? That's just what they haven't got. I found them at Brown's, and they only cost half a dollar."

He gives the reason and the proof. And that is what your advertisement should do.

No room? Then make a continued story of it. It is hard to give an example, for to choose any one subject is to exclude all others. Suppose, however, you have a superior fountain pen. You can have a testimonial signed by Dr. Johnson, we'll say. But if you do, you will find just below it an advertisement of another fountain pen, with a similar testimonial signed by Dr. Goldsmith. Each says all others are worthless, and the tired public says in its haste that all men are liars.

Now go at it the other way. Begin with a heading, "The History of a Fountain Pen." Then give the public to understand something interesting about how wandering students carried an ink-horn at the girdle—which might be illustrated. Get that done and stop, with the addition, *to be continued*. Next issue, take up capillary attraction; make it clear with a diagram or two. Show how it underlies the action of all pens. Stop again. Next time, show a diagram of your pen, and explain the principles of its feed, and thus by steps educate your public.

Will they read it? Of course they will. And when you get through, if you can insinuate firmly that your pen is "the all-firedest pen on earth" they will think they have discovered its merits for themselves.

But remember that great art of the conversationalist, "Never say 'I' when you can say 'you.' "

Of course, if you are trying to bamboozle the public, this plan will not work; you will do better in that case to pound your bass drum and yell unintelligibly. But if you have something that the public would like to buy if they knew about it, you can instruct them by a series of short, easy lessons which they cannot choose but read.

WITH ENGLISH ADVERTISERS.

By T. B. Russell.

LONDON, Sept. 21, 1892.

Mr. J. B. Gaylord, the American show agent, has been telling an interviewer in Hong Kong (where he recently stopped with a consignment of wild animals) all about the Jumbo boom, organized by the late Mr. Barnum. The subject needs apology in this column, but, as in the penultimate year of his life Mr. Barnum was a somewhat conspicuous English advertiser, perhaps the story, which is too good to be entirely missed, may be excused by the readers of PRINTERS' INK.

According to his account, Barnum spent \$5,000 to have an action at law raised, for the supposed object of interdicting the removal of the famous elephant. No sooner was this done than the boom began, and Mr. Barnum once again scored a success with the press. The London correspondents of American newspapers began to cable whole columns of news about Jumbo. Jumbo had divined that he was to be torn away from his "little wife" (Alice). Jumbo was inconsolable; Jumbo's health was suffering; Jumbo refused to move, except with his favorite keeper, Scott! Scott had been with difficulty engaged, at a magnificent salary, to accompany him. The biggest sort of demonstration was organized, and the British public cordially assisted. The comic papers were full of portraits representing Alice in widow's weeds. But the neatest scheme of all was the abortive start. Scott, it would seem, had a quiet signal, which the elephant knew to mean "lie down." It was agreed that as soon as Jumbo left the gardens this sign should be given, and the fool multitude jumped to the conclusion that he would not leave Alice. When the farce had played itself out to its full development the old elephant went aboard ship as quietly as a lamb; had an audience of 76,000 people at his first

show in America, and netted Barnum additional receipts in the first year of \$400,000. I quote an abstract of this interview from a London newspaper, giving it for what it is worth.

* * * * *

An ingenious use of the automatic box or penny-in-the-slot craze has been made by a London optician. He keeps a stand at railway stations and other public places, so constructed that a penny dropped in lights up the inside of a sort of stereoscope-like arrangement, where a page of type can be read through various numbered glasses, which are changed by turning a knob. When you strike a glass that enables you to read the type comfortably you note the number. That corresponds to the sort of spectacles you want. At the side of the machine hang a number of order-blanks, in which you only need to fill in that number, with your name and address, and send a 2s. 6d.—60 cents—postal note, to get a proper pair of glasses by return of post. The order-blank can be posted or dropped in a locked receptacle on the machine. More people get their sight tested than order glasses, no doubt. But they pay their pennies for that privilege, and the light is covered up just as soon as they step off the platform; consequently the machine pays its way, besides being a good advertisement for the proprietor's wares, on which he is to be congratulated by all advertising men.

* * * * *

Of all the "snide" advertising wheezes ever described, surely none more artistic than the following, from yesterday's *Daily News*, can be recorded:

An amusing scene was witnessed the other day on one of the mail boats running from Calais to Dover. The sea was rather rough. A young woman, pretty and nicely dressed, appeared to be suddenly taken very ill with seasickness. She groaned and screamed in apparent agony for some little time. At length a gentleman, who appeared to be a stranger to her, approached her, and asked whether she would like to take a lozenge, which he guaranteed would ease her of her pain. He had often tried it, he said, on people, and always with the most marvellous results. The young lady demurred a little at first, but finally accepted the offer. Never was cure so instantaneous. Hardly had she swallowed the lozenge when the fair patient was sitting up, all smiles, and ordering ham sandwiches and bottled ale of the steward. Some passengers were so struck with the incident that they inquired what was the remedy that had had such a wonderful result, and the gentleman, who, as he said, was the agent for the sale of the lozenges, disposed of a consid-

erable number of boxes of them at ten francs apiece. What was the surprise of the purchasers when they saw the young lady and her preserver go off arm in arm when the vessel reached Dover? The boxes were boxes of common jujubes.

Imitation is said to be the sincerest and sweetest sort of flattery. I have my doubts about the sweetness; but the Pope Manufacturing Company should be gratified (in a way) to see its ideas so famous, as the following close imitation would seem to indicate:

THAT WIFE OF YOURS

Your brother—your sister—your friend—Too much worry—don't eat well, sleep well, feel well—tired feeling always—face pimply—skin harsh and dry—liver not working—bilious—not up to the mark—Tonic apertients—of Tonics which brace the system up one day and let it down the next—What is the best tonic?—What is the best Balsam?—Spiritus Salutis has not been tried—don't say it won't do any good—try it—there is nothing like it—nothing so invigorating—nothing so cooling—gives tone to the system—purifies the blood—skin eruptions disappear—biliousness and sick headache are conquered—makes you feel better all over—delicious cooling effect—Get a bottle at 1/2 price from your Chemist, and try it—do not be disappointed—Send 2/- postage paid to F. W. Bassett, Brooks' Bar, Manchester, and you will receive Bassett's Salubar Salt post free.

And speaking of the Pope Manufacturing Company reminds me of a couple of queer cycle advertisements I lately saw. One was a spirited drawing of a mad bull charging a pneumatic tire and safety bicycle—an actual adventure—from which rider and machine emerged unhurt, to the great satisfaction of the makers of the latter. The other was an exhibit in a cycle maker's window, on Holborn Viaduct, nothing less than the actual bicycle which had been run over by a street car, without injury to the pneumatic tire, or anything more than a severe bending up of the frame. No doubt the strength of the machine was well demonstrated herein, but is it the way to sell bicycles to remind buyers that they may figure in such an accident as this? Another cycle company has a good idea in "novelties," an advertising tobacco pouch. It is an ordinary India rubber pouch, with a raised device, very neatly executed in rubber of a contrasting color, and reading, in script letters, like a person's handwriting thus :

Psychobycles.

An ingenious notion and a capital name! Surely nothing ever jingled more prettily than this: Psycho cycles! By the way, has any bicycle man advertised to cure "that tired feeling"?

ADVERTISING BOOKS.

By Joel Benton.



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THIS article by Mr. Maher on book advertising, in a recent issue of *PRINTERS' INK*, opens up a new topic that should interest both publishers and authors. I have had some experience on one side of this question that has been worth what it cost, though I am satisfied it has cost me a good deal. It is not necessary to air the ancient feud between authors and publishers which led an author as well treated as Lord Byron was to write:

"Now Barabbas was a"—publisher, to get at this subject ; for it is not purposed wrongdoing that I wish to consider. The publisher cannot wrong the author in the matter of advertising, or of withholding publicity from his book without equally wronging himself.

The contract between author and publisher—to get at the beginning of this matter—is one of two kinds. The publisher either buys the copyright completely; or he puts his money and skill in bringing out the book against the author's wit and work in creating it. Out of every dollar received on the retail price (if a royalty is given) the publisher takes nine parts and leaves the tenth part to the author. He, on occasions, gives fifty dollars or a hundred dollars or more to the author in advance, to be deducted finally out of the royalty that may accrue. Better bargains than this may be made by the author, but they rarely are. Of course, if the publisher buys the author's MS. outright, the advertising and everything else concerning it need not call for the author's attention or solicitude.

The author's trouble is, unless he puts some provision about advertising the book in the contract, that—where

royalty is accepted—he cannot say how much shall be done, or in what mediums or in what manner the book shall be advertised. The publisher will probably give it one or two advertisements at the outset, and then he stops. The author may then look in vain for any further announcement of his book. He will see a long list of the publisher's other books come out on Saturday and one other day in the dailies, and once a week in various leading weeklies; but his book is not in the list.

If the book has been selling fairly well the publisher pretends that no further advertising is necessary; if it has *not* been selling well he sniffs at you and says: "It doesn't pay—there's no use of advertising *that* book." He is like the fellow who lived under a very leaky roof. When he was asked why he didn't mend it, he said: "It doesn't rain." When it *did* rain, and the question was repeated, he objected to spoiling a good suit of clothes and going up in a shower to mend it.

The publisher, in fact, has the best of the author every time in this matter, unless the author is one of established fame or of sharply acquired experience. I am not an author of this first category. I have merely risen from the condition of a tenderfoot to one of the experienced class. But, not to speak of myself specially, I want to say this: I have no doubt there are hundreds of books in this country that have not failed from any lead in their composition or from dullness, or worthlessness on their own part; but simply because the constituency they appeal to do not know they exist. Either they were not advertised enough, or they were advertised in the wrong way.

I was telling a leading publisher this the other day (not any of my own publishers—for I am not on familiar terms enough with them), and he said: "Ah, there's the rub. If some one would only tell us how." If I had told a publisher that I had a contract with the very best way to advertise, he would have thought one of two things: "What does this mere author know about the matter, any way?" or, "Whether he knows or not, he merely wishes us to pay a big sum on property partly his, the failure from which expenditure he does not bear, and the success from which lines his pocket."

Of course, my advice would have

been either right or wrong; but the publisher, like the leaky roof owner, would have had a negative answer for either condition.

And yet I don't feel quite like a novice, even in the matter of selling books. I frequent all places where they are sold; have bought about two hundred dollars' worth a year for many years, and had a little experience at one time in both selling and publishing books. Now it seems to me that books, commercially speaking, are luxuries or semi-luxuries—the very things that need to be widely noticed to obtain a sale.

The commodities of the grocer and the clothier will be sought to some extent, by everybody, if no sign or advertisement appears—as the things these tradesmen sell *must* be had. But, if my particular book is to be sold, the public must first be made to know that it exists, and must hear something about it.

There is one peculiarity about the retail book trade which shows this and the exceptional nature of book-selling clearly. When the customer goes to other stores the clerks approach him at once to serve him, on the supposition that he has his *mind made up*—as he almost certainly does. When he enters a book-store, unless his manner indicates a known want, he is let alone until he signals the desire to see a clerk or the proprietor. He may stay in the store indefinitely, go either side of the counter, and then go out without being questioned or interfered with. The reason is, the book-store patron is not supposed to have his *mind made up*. He goes in to perfect that process. He wishes to find out what is most appealing.

Now, if the publisher of your book, "The Beautiful Heiress," has made the book-jobber and book-seller know that it exists, and that it is the novel of the year, if not of the century, the book will be in sight. If it has been so thoroughly and widely advertised that the general reader hears about it too, he is very likely—if he doesn't see it on the shelves or front counter—to inquire for it at once.

I know that book publishing is a risky business, while clothes making and food raising have a sure and calculable vista ahead of them. But it stands to reason that you ought not to conclude to publish a book unless you have faith enough in it to stand the

expense of letting the public know of its existence. It is not enough to send 150 copies to editors—though this thing is well; for the great multitude of buyers do not read the Literary Review column. You must in some way, if you are a publisher, announce the book vigorously where its natural constituency will be drawn to it.

I know of first-class book publishers in this city who publish books that ought to sell largely or fairly at all book-stores and stands where new books sell, who do not succeed in letting the best selling places in this city know that such books are published. I have made some experiments on this point and know whereof I affirm.

No wonder an author who has written a book, for which he does not claim extraordinary merit—and who is at a dreadful disadvantage from the fact that he is his own publisher and has no machinery for placing it—can still beat a regular publishing firm in his sales, when publishers do not half reach the places where books are sold within fifteen or twenty blocks of their doors!

There is a remedy for this sort of publishing delinquency somewhere, I am sure. I think I know some elements that enter into it; but, as they cannot be put in a brief space, or in cast-iron generalizations, I will not try to formulate them at the end of an article.

TAXING MURAL ADVERTISEMENTS.

France has now had a year's experience with her law taxing mural advertisements. Unfortunately, the measure was extended to help the treasury as well as relieve the eyes of the public, and as a revenue measure it has been a failure. A great many advertisers, to avoid paying the tax, have hired men to go around and dab out their advertisements, leaving rocks and boards more unsightly than they were before. About the only benefit the public has received, aside from an insignificant revenue, is that the industry of defacing walls has received a serious check.

That which enabled the French physician, who proposed this novel tax, to carry it through the Chamber of Deputies was the growing antipathy in the minds of the public against advertisements of this sort. The physician himself wished to extend the tax so as to

include all signs with letters more than six inches long on vans and delivery wagons. It seems a pity that this zealous crusader against public eyesores did not provide better for the protection of the public in cases where his tariff yielded no revenue. Had his measure stipulated that the public authorities should tear down or erase the advertisements on which the tax was unpaid the entire revenue from the advertisements that remained might have been expended in extinguishing all traces of the rest, but the public would have been vastly the gainer, and other countries would more quickly have imitated France.

Massachusetts, we believe, is the only American State that has taken action in this matter. In Massachusetts the method used was prohibitive instead of protective taxation. The Massachusetts measure failed chiefly in that it did not apply to advertisements already up. Indeed, it is reported that a certain patent medicine firm, whose advertisements had aroused the public sentiment back of this bill, shrewdly lobbied in its behalf in order that the Haris vanilla (let us say) might continue to enjoy a sort of monopoly of the Massachusetts landscape.

The taxing plan is far better. There are some who would deny that wall advertisements had become public nuisances to such an extent as to justify the prohibition of those already erected. There is no one who doubts that their taxation would be more than justified. If such a law is needed in France, it is tenfold more needed in New York. We can never have a beautiful city or beautiful country so long as the owner of any conspicuous site may make money by inflicting eyesores upon the passing public.—*N. Y. Commercial Advertiser.*

PLUMBING AND POULTRY.

HAMILTON, Ohio, Sept. 22, 1892,

Editor of PRINTERS' INK:

Do you think that there is any merit in the inclosed ad? The plumber's name is John P. Henn. It has attracted much attention since its appearance in our daily and creates inquiry, which the advertiser considers of benefit in an advertising way.

THE REPUBLICAN CO.

JOHN P

*Sanitary Plumber
Gas and Steam Fitter.*

A Fine Assortment of CABINETTIES and DRAWERS.
Jobs always on hand. All orders promptly attended to.



202 Court St. Bet. Second and Third Sts. Telephone Connection

Correspondence.

A BOSTON PISCATORIAL ADVERTISEMENT.

CLINTON, Mass., Oct. 3, 1892.

Editor of Printers' Ink:

There is one feature of street advertising I do not recollect seeing in print, although it struck me as being very clever. A dealer in fishing tackle on Washington street, Boston, fitted up an aquarium in his show window, filled it with bright speckled fish and surrounded it with modern fishing outfits. Then in front of the store a typical fishing-man, imported or copied from a New Hampshire trout stream, paraded with his primitive gear, occasionally joining the crowd, peering in at the window. Behind him trotted a dudish-looking chap, loaded with all the paraphernalia which is supposed to astonish the natives of a fishing village, if it does not succeed in scaring away the fish.

REX.

The same sort of window display has been made elsewhere with good effect, notably at Spalding's, the well-known sporting goods house. Another firm in the same line of business—Squires, on lower Broadway, New York—drew large crowds in front of a window, in which were imprisoned a dozen fine-looking live quail. The window was fitted up so as to make the birds feel as much at home as possible, and no doubt many a sportsman was tempted by the sight and fell—a customer of the ingenious advertiser.

IN NAVSARI, NEAR BOMBAY.

NAVSARI, Sept. 8, 1892.

Messrs. Geo. P. Rowell & Co., New York:

DEAR SIRS.—You have exceeded your period (March '92) of sending me a copy of PRINTERS' INK.

As an advertiser the amount of benefit that I have derived from a perusal of it is immense. It has likewise generated in my mind a vast store of new ideas, which I have practically utilized in writing out my ads., and certainly it would be the very height of ungratefulness were I not to acknowledge the benefit as well as not to pay for what knowledge it has imparted me, so with great pleasure I beg to inclose herein one dollar as subscription for one year, from March 1, 1892, to March 1, 1893. Although you have not asked for the subscription I beg to send it.

In fine, I have but one suggestion to make—that you give illustrations, as far as practicable, of some new designs—trade marks, the kind of wrappers to be folded around medicine phials, etc. Although there are many suggestions on these lines in the PRINTERS' INK, yet they are not understood without any illustrations. Yours faithfully,

KHOORSED M. TATA,
Navsari, near Bombay (Trivira).

Our esteemed Indian correspondent and subscriber in Navsari, near Bombay, is entitled to receive PRINTERS' INK to January 1, 1894, in consideration of his one dollar. It used to cost

more to mail newspapers to Bombay than to Brooklyn, and we formerly exacted extra to cover postage, but since Mr. Wanamaker took the helm the cost is uniform, and so we can afford to treat our subscribers at the antipodes just as well as we do those living next door.

EASY TO ANSWER.

EAST LAS VEGAS, N. M., Oct. 3, 1892.

Editor of Printers' Ink:

How can I best advertise my school in this city?

N. C. CAMPBELL,
Prin. New West Academy.

Mr. Campbell should prepare a tip-top advertisement and insert it in a first-class paper.

WHAT BOSTON WANTS.

* * * Make PRINTERS' INK a daily so that it will come oftener.

BOSTON.

HIS FAVORITE MEDIUM.

J. B. GROVE,
Dry Goods, Cloaks, Carpets
and Shoes,
STUART, Iowa, Oct. 9, 1892.

Messrs. Geo. P. Rowell & Co.:

Enclosed find postal note for \$1.00 for subscription for one year to PRINTERS' INK. I see my time is up the 30th of month.

Yours truly, J. B. GROVE.

P. S.—Can you tell which paper published in Philadelphia does Mr. John Wanamaker use most in his advertising? J. B. G.

Answer : Book News.

A POLITICAL QUERY?

FORT VALLEY LEADER,
H. C. STOREY, Editor,
FORT VALLEY, Ga., Sept. 8, 1892.

Editor of Printers' Ink:

Do you believe if Grover Cleveland was President he would allow his Postmaster General to refuse justice to PRINTERS' INK as President Harrison allows Wanamaker? If not, how can you support Harrison?

Yours truly, H. C. STOREY.

If PRINTERS' INK, as a good Republican, could be influenced by selfish motives, it would surely vote for the re-election of President Harrison. If Cleveland is elected Mr. Wanamaker will certainly be retained in office till next March. But just as soon as Mr. Harrison is assured of a second term, he will lose no time in unloading the one member of his cabinet who has proved such a veritable "old man of the sea."

In the Office of *Pudge*.—Managing Editor: See here, Jenks, how did that death notice get into this week's issue?

Jenks—I thought I'd run it in to sort of brighten up the paper. —*Lige*.

More Press Opinion.

*From the Wellington (Kan.) People's Voice,
Sept. 30.*

It is an easy matter to find fault with the conduct of public officers, and often public servants are wrongfully accused of misconduct, but occasionally the partisan or personal malice of a public servant is so apparent that even his own party friends condemn and expose him. A case in point is the action of the Postmaster-General towards PRINTERS' INK, a trade journal of New York. Some jealous, designing persons, including several officious clerks in Mr. Wanamaker's department, all at once concluded that PRINTERS' INK was not admissible to the mails as second-class matter. There was no reason or grounds for such a conclusion. The publication is one of great merit and strictly legitimate, yet these self-constituted censors of the press caused it to be rejected by the Postmaster at New York city as entitled to second-class rates of postage. Of course the publishers were indignant, and being men of means preferred to fight for what was clearly their right under the laws, in preference to doing homage to these blackmailers in official position. In the controversy the editor of PRINTERS' INK did not hesitate to criticise the Post-Office Department, and thus brought out the real depth of the manhood possessed by the alleged pious, Christian Wanamaker. In reply to numerous questions and propositions from the publishers of PRINTERS' INK the hypocritical and stereotyped answer invariably came, "the question submitted is involved in the case of PRINTERS' INK, now under consideration of the law officer of this department, and until his opinion is received this office would not be warranted in discussing the subject." Thus, action has been put off from month to month for nearly a year, at an extra cost of \$500 per week to the publishers—a clear case of highway robbery, and though it has been conclusively shown that the conclusions and reasons for excluding the publication were groundless, the Department still "has the case under advisement." There seems to be no delay, no hesitancy, no conscientious scruples about allowing other similar publications and even editorial sheets in the interest of the g. o. p., which are in no sense a publication, to pass in the mails, but PRINTERS' INK must dance to the music and pay the fiddler also. Such officers as Wanamaker, Hazen, Fountain, et al, are a disgrace to an administration of a free people and should be given a dose of

their own medicine, and thrown out of office as second-class matter. If there is not there ought to be a law to compel these pious frauds to at least perform the functions of their offices and prohibit them from venting their spleen on legitimate and worthy patrons of the Department.

From the Atlantic City Daily Union, Oct. 8.

One thing is certain and that is that President Cleveland will appoint a Postmaster-General who will have sufficient judgment not to discriminate against the admission to the mails of such a bright, sparkling and valuable little sheet as PRINTERS' INK. If any paper on the earth is entitled to second-class postage PRINTERS' INK is. The long persecuted publishers may find some consolation in the fact that Wanamaker has only a few months longer to stay.

From the Alexandria (La.) Democrat, Oct. 5.

Every Saturday's mail brings us, among other exchanges, that bright and interesting little journal, PRINTERS' INK, published by Messrs. Geo. P. Rowell & Co., of New York, and devoted to matters of interest to printers and advertisers. Some eight months ago it was refused admission in the mails by Postmaster-General Wanamaker as second-class mail matter, and its proprietors have had quite a time with the Post-Office Department, fighting what we think to be an outrage on the part of the postal authorities. As yet no decision has been rendered saying whether or not it should be classed as second-class mail matter, and its proprietors have been forced to deposit \$500 per week with the authorities until the question is finally settled. We trust an adjustment will be made allowing it equal rights with all other newspapers.

From the Chelsea (Mass.) Gazette, Oct. 8.

PRINTERS' INK, a weekly publication issued from 10 Spruce street, New York, is an interesting journal for newspaper men and advertisers. It is not, however, admitted to the mails as second-class matter, but we cannot comprehend why not.

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WE DON'T BELIEVE IT !

From the Advertiser's Gazette.

The startling information was given me that the influence of a Philadelphia advertising agency was brought heavily to bear upon the Post-Office Department in its dealings with a certain New York trade periodical, with which it is at present having a bitter controversy regarding second-class privilege.

**From the President of the
NEW YORK ASSOCIATED PRESS.**

I see no reason why Printers' Ink
should not be allowed in the
mails as second class matter.
David R. Stone
Editor in chief
Journalist Committee

Advertising Novelties.

Manufacturers and users of advertising novelties are invited to send specimens for review under this head.

From the New York *Recorder*: A shipping tag with a type-bar attached. The "type-bar" is a one-line electro-type, bearing the name of the person to whom this novel circular is sent. A string passed through a hole in the type-bar fastens it to the tag securely. The whole affair passes through the mails for two cents. Both sides of the tag bear reading matter.

From Hopcraft & Co., New York: Toothpicks in quill form, made of celluloid. The advertisement is printed lengthwise in gold. The toothpicks are made in red, white and blue.

From the New York *World*: A sterling silver pocket-piece, a little larger than a silver dollar. On the face it bears the paper's name and circulation statement, as well as the engraved name of person to whom it is presented. On the reverse is a calendar for 1892, the souvenir having been sent out about the first of the year. The work is done by the Gorham Mfg. Co.

From the New York *Sun*: A neat wooden rule, with celluloid face. It measures eighty lines of agate.

From the manufacturers of Goiden Sceptre tobacco: A clever imitation, in pasteboard, of a baggage check.

From Hopcraft & Co., New York: A political advertising novelty, made of paper, in the form of a baby's diaper. It bears a portrait of Grover Cleveland and the inscription: "Vote for papa—Baby Ruth."

From the *International Journal of Surgery*, New York: A glass paper weight, with a reduced fac-simile of the cover of the paper showing through the glass.

From Surbrug, 159 Fulton street, New York: An imitation, in pasteboard, of a night latch-key, bearing an advertisement of the Hotel Brunswick cigars.

AN IMPORTANT FACT.

To say that the people of a country cannot get justice in their courts is to indict the government of that country.—*London Times*.

If there is any method of appeal to the courts to obtain the righting of a wrong done to a citizen by the head of one of the departments of the government, we have never been able to ascertain how it can be done. The action of the Postmaster-General in the case of PRINTERS' INK illustrates the point. Every young lawyer asks, "Why don't you do so and so?" Every wise lawyer shakes his head and expresses doubt whether any court has jurisdiction.

Although the investigation of the case of PRINTERS' INK was referred by the head of the Post-Office Department to its law officer, Assistant District Attorney Tyner, in March last, yet the decision rendered in June was made by the Postmaster-General himself, who heard none of the evidence nor the arguments. Judge Tyner informs us that HE has rendered no decision. PRINTERS' INK respectfully claims that it is entitled to a verdict from the same tribunal that heard the evidence and the arguments.

PROVERBS FOR ADVERTISERS.

The firm is dead that does not advertise.

A world of wealth lies in that one word—advertising.

Let thy advertisement be short, comprehending much in few words.

Know how sublime a thing it is to advertise and be famous.

An effective advertisement is a fair estate.

A little advertisement may save a deal of idleness.

A false circulation is abomination to the advertiser, but a guarantee is his delight.

A good advertisement keeps off wrinkles.

He gets the best position that pays cash in advance.

Advertising is a constant want, and should be a constant study.

Measure your space before you write your advertisement.

Let your goods be known among all men.

An advertisement should be intense expression of condensed idea—one pithy line more pregnant than a windy column.

—*From an English paper.*

Western Journalism.—Western Editor: Any news to-day?

Reporter—No, sir; nothing happening.

Editor—Well, take my six-shooter and go out and make something happen.—*E.x.*

Conscientious perusal of the children's stories published in some of the juvenile magazines would almost lead the readers to believe that the writers wouldn't know a child on sight.—*Somerville Journal.*

Liked the Scheme.—Enterprising Druggist: Here's a card, madam. Each time you buy something I'll punch it. When \$2 are punched you get five soda water tickets free.

Madam—That's a fine idea. I'll take two dollars' worth of postage stamps now—*Judge.*

A Stayer.—Miss Gasket (at 11:30 p. m.): Do you know, Mr. Sappy, I am sure you would make an excellent editor of a rural newspaper.

Sappy (pleased)—Weally, now, Miss Gasket?

Miss Gasket—Indeed, I do. Your motto seems to be, "I have come to stay."—*Detroit Free Press.*

Their Nationality.—The reporter on a Western newspaper timidly approached the city editor's desk, after the manner of Western reporters.

"There is a delegation of foreign visitors at the Cornucopia Hotel, sir," he announced.

"Where from?" queried the city editor, jabbing a large blue pencil through a small local item.

"I don't know, sir. There's a whole string of Kellys, and Murphys and O'Hooligans, and McGinnises and Harrigans, and O'Rafferty and Brannigans, and Mc—"

"That's enough," said the city editor, holding up his hand. "They're from New York city, of course. Go down and see what they're here for."—*Life.*

WANTS.

Advertisements under this head, 6 lines (36 words) or less, one time, \$1.00.

GOOD all-round printer wants permanent position. Steady. References. Address Box 98, Haddam, Kansas.

FEW persons to do writing at their homes; light work; good pay; inclose 10¢ for stationery and instructions. W. O. TAYLOR, Archbold, Ohio.

NOV. 1st.—An experienced advertising agent open for an engagement, either as advertising agent for a company or as solicitor. "M. L. F." Printers' Ink.

WANTED—A plain sonorous name for our new flavor for ice cream, custards, &c. \$3.00 for the one selected. PAUL RIEGER, 311 Front St., San Francisco, Cal.

WANTED—The address of an advertising agent, or agency, having an established clientele among law book publishers. Address "G. H. T." P. O. Box 609, New York.

WANTED—to purchase, in large or small quantities, misdirected and old, unused postal cards. It does not matter if the backs are covered with printing. E. T. PARKER, Bethlehem, Pa.

ENTERPRISING men, wishing to work for the good of humanity, to buy State and county rights of the Bergman Non-poisonous Liquor Cure. THE CH. BERGMAN MED. CO., Jamestown, N. Y.

WANT ADVERTISEMENTS in PRINTERS' INK under this head, six lines (thirty-six words, or less, will be inserted one time for one dollar. For additional space, or continued insertions, the rate is 75 cents a line each issue.

WANTED—Canvassers to obtain subscriptions and advertisements. Address PRINTERS' INK, 10 Spruce St., New York.

WANTED—Two-cent stamp from one live retail advertiser in each county in the United States, for which I will send particulars of a new series of "starters" for ads. Original, novel, taking. C. DE VOS, Battle Creek, Mich.

WE want all publishers who use premiums to get prices and particulars of the World's Fair Edition of Ropp's Commercial Calculator, a standard premium article for newspapers. C. ROPP & SONS, 199 Randolph Street, Chicago.

WANTED—A bright, young man, in Boston and New York, to write a semi-monthly gossip news-letter for a journal for general advertisers; compensation, fame and a little money. LLOYD C. TURNER, 55 Auditorium, Chicago.

THE REPUBLICAN AND LEADER, at La Crosse, Wis., wants a capable man to take charge of its job department. Position permanent to satisfactory party. To save time and correspondence, send letters from employer with application.

"THREE HEADS" showing the Mustache improver, attracted your attention. You wish to train your mustache, to become perfect; 40c. postal note or stamp; \$2.50 per dozen to agents; a seller. RUSSELL COMPANY, 7 Day Street, New York.

WANTED—A man of ability and experience to take charge of our law book business. He must know all about old and new books, State reports, &c., and have prices at his tongue's end. We want a busy man. W. H. LOWDERMILK & CO., Washington, D. C.

WANTED—Patent medicine manufacturers and others seeking the trade of the consumer, to buy our new Directory of the City of La Fayette and Tippecanoe County. Full and complete. Price, \$5.00. DIRECTORY PUBLISHING CO., La Fayette, Ind.

EXPERT SERVICE for Advertisers.—That's what we furnish; new designs, cuts, written matter, or one part only; retailers supplied regularly at small cost; agents wanted. Beware of imitators. Address, plainly, ART LEAGUE, World Building, New York.

HAVE 7,000 LETTERS FROM ORDER GIVERS and inquirers for the "Express Duplicator," the best multiple copying device; reproducing every writing quickly and efficiently in large numbers. Who is interested? C. BEN-SINGER & CO., 3a Dey Street, New York.

COUNTRY NEWSPAPERS.—An energetic advertising man wishes to represent a Western or Southern newspaper at this end. If you are thinking of opening an office in New York or are wishing to get foreign business, write to WM. F. SIMPSON, 21 Park Row, New York.

WANTED—Orders for printing of newspapers. We set type, furnish paper, print, fold and mail. Have always in type stories, departments and miscellany for use in padding out. Modern presses; good work; lowest prices. UNION PRINTING CO., 15 Vandewater St., N. Y. City.

WANTED—Business management of daily. Confident I can increase business of any daily. Have put on \$12,000 advertising in this city in 3 mos. this year. Experienced from competitor up. References exchanged. Address J. D. HALL, Jr., 54 N. Main St., Providence, R. I.

I WANT a position as advertising manager; am practical printer and newspaper man; good knowledge all branches printing and engraving; good judge advertising values; forceful advertisement writer; three years advertising manager of large concern. "ROSLIN," care Printers' Ink.

PRINTER—Young, neat, quick, progressive, reliable printer, who is familiar with all-around country and daily newspaper work, sober and unmarried, desires steady situation. Best of letters, or will work on trial. Address, stating wages. S. W. THURBER, Com. Room, Journal, Lincoln, Neb.

WANTED—ADVERTISERS to send for sample copies and advertising rates of the KINDERGARTEN NEWS, Buffalo, N. Y., who will investigate its constituency and influence, and being satisfied on these points, place a trial order in it. Please answer at once, before space is too full to make room for you.

PRINTERS' INK.

IDEAL MASTERPIECES—An Elegant Fall Advertising Sheet. Suitable for any business. Send six cents for sample copy. GRIFFITH, AXTELL & CADY CO., Embossers, Holyoke, Mass.

GERMAN NEWSPAPER MAN and practical printer, with some means, wants to buy newspaper and printing office (with or without job printing), or to know of a good location where to start. Address "G." 100, Printers' Ink.

AND EXPERIENCED adv. writer (now in charge of advertising and mail order dept. for a big dept. house) is open for an offer. Three years in present position—ten years' experience. Compiles catalogues. Wants bigger field. Samples of work sent. References. Address "PEIR-CIVAL," care Printers' Ink.

WANTED—Situation as editor or manager of newspaper; or will accept foremanship of non-union composing room. Experienced, sober, thirty years old, married, good record, unexcelled references; also will consider proposals to lease or manage newspaper for share of profits. Address "E.", Printers' Ink.

THIS SOUTH—Sentiment is beautiful, but not business. We solicit your Southern newspaper advertising; not because we are Southerners, but because we know the South, the papers' circulation, cost, and class of readers of each publication. We know, others guess. SOUTHERN STATES ADVERTISING BUREAU, Nashville, Tenn.

WANTED—General, State and Local Agents for one of the best Building and Loan Associations in the country. Good contracts for live men—experience preferred, but with energetic, capable men previous experience is not absolutely necessary. For particulars address TROPICAL BUILDING AND INVESTMENT CO., Key West, Florida.

WANTED—Purchaser for a leading newspaper in Northeast Georgia; located in the mineral and above the negro belt; fourteen hundred feet above sea level; just the place and business for some Northern man looking for a healthful and live location. County seat; electric lights, waterworks, etc. Gold, silver, iron, asbestos and precious jewels found here. Address INDUSTRIAL NEWS, Gainesville, Georgia.

BILL POSTING & DISTRIBUTUTING.

Under this head, 2 lines (12 words) will be inserted 3 times for \$1.00.

FOR the purpose of inviting announcements of the addresses of local bill posters and distributors, two lines (12 words) or less will be inserted three times under this heading for one dollar, or three months for five dollars. Cash with the order. More space 75 cents a line each issue.

ADVERTISING NOVELTIES.

Advertisements under this head, 6 lines (36 words or less), one time \$1.00.

POLITICAL CAMPAIGN CUTS—All sizes. All kinds of stock plates. Lowest rates. Proofs free. Complete catalogue 75c., which are credited on first order. PUBLISHERS' & PRINTERS' SUPPLY CO., 355 Dearborn St., Chicago, Ill.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 6 lines, 36 words or less, will be inserted under this head once for one dollar. Cash with order. More space or continued insertions 75 cents a line each issue.

RESENTER SIGN WRITER, of 15 years' experience, will paint "Atlantic P." muslin signs, 3x15 ft., 100 letters or less, in fine style, Al oil colors for \$2 each. By mail, \$2.25. G. F. HARDING, Wurtsboro, N. Y. Sole m't'r "Chromatic" Adv'g Signs. Everything in the line. Moderate.

ADDRESSES AND ADDRESSING.

Advertisements under this head, 6 lines (36 words or less), one time \$1.00.

PERSONS who have facilities for bringing advertisers and consumers into contact through lists of names and addresses may announce them in 6 lines, 36 words or less, under this head once for one dollar. Cash with order. More space or continued insertions 75 cents a line each issue.

FOR SALE.

Advertisements under this head 75 cents a line.

PREMIUMS FOR NEWSPAPERS. EMPIRE CO., 146 Worth St., New York.

HANDSOME ILLUSTRATIONS for papers. Catalogue, 25c. AM. ILLUS. CO., Newark, N. J.

AS PREMIUMS—*The Art Amateur's* exquisite Color Studies for copying or framing. MONTAGUE MARKS, 23 Union Sq., N. Y.

HOUSEHOLD MAGAZINE (monthly). 9th year. Literary. Eight departments. \$1.00 cash W. C. FREDERICKS, 5 Pratt St., Allston, Mass.

\$6000—HALF CASH, takes the only Democratic paper (daily and weekly) in the finest town in New York State. Address "QUICK," Printers' Ink.

FOR SALE—A copy of the American Newspaper Directory for 1892. Price five dollars. Sent carriage paid. Address GEO. P. RODWELL & CO., publishers, 10 Spruce St., New York.

100,000 Agents' addresses, printed and gummed. We sell of any State at \$2.00 1,000, and pay forfeit 4cts on each returned "dead." Try 1,000. AGENTS' HERALD, Phila. Pa.

FOR SALE—Our services in publishing for you an illustrated paper that shall creditably and successfully represent you to your trade and assist you in selling your goods. Address PICTORIAL WEEKLIES CO., 25 West 23d Street, New York.

RARE BARGAIN—A well established and good paying class or trade journal in the best city in the South is offered for sale at a bargain, the owner being unable to devote sufficient attention to it. For particulars address "PUBLISH EIT," 190 Forest Ave., Atlanta, Ga.

ONE DOLLAR, sent now, will advance any subscription to PRINTERS' INK from date of expiration to January 1st, 1893. After Dec. 31st the rate of subscription will be advanced to \$1 a year. Every one who wants the paper, even one who likes the paper, even one who sympathizes with the little paper in its unequal struggle for existence, can express good will and confidence by sending in a subscription now. Address (including one dollar) PRINTERS' INK, New York.

SPECIAL NOTICES.

Advertisements under this head, two lines or more, without display, 75c. a line.

GRT**VAN BIBBER'S.****SPOKANE SPOKESMAN.**

LEWEY'S INKS are the best. New York.

JOHN T. MULLINS' MAILING AGENCY, Faulkland, Del. \$2 per 1,000.

BUFFALO TIMES proves over 33,000 circulation. It will pay you.

BOSTON HOTEL GUIDE means customers. It's got the circulation. #2.

AGENTS' GUIDE, New York. The leading agents' paper. Send for copy.

SBUYS 4 LINES, 50,000 copies PROVEN WOMAN'S WORK, Athens, Ga.

"PUT IT IN THE POST" South Bend, Ind. Only morning paper in Northwest Ind.

MEDICAL BRIEF (St. Louis). Largest circulation of any medical journal in the world.

DEWEY'S Canada List (60 papers); adv. rates 30c. line. D. R. DEWEY, Hamilton, Can.

THE BRICKMAKER, Chicago, Ill., twice a month reaches 10,000 users of machinery.

PATENTS—DAVIS & CO., No. 602 Seventh St., Washington, D. C. CHARGES MODERATE.

\$1.50 For 5 lines 26 days, 6 days, 50 cts. ENTERPRISE, Brockton, Mass. Circ. 7,000

ADVERTISERS' GUIDE. Mailed on receipt of a stamp. STANLEY DAY, New Market, N. J.

SUPERIOR Mechanical Engraving. Photo Electrotype Eng. Co., 7 New Chambers St., N. Y.
IT IS BIGGER — THE TERRE HAUTE EXPRESS — than any paper in Indiana outside Indianapolis.

KANSAS is thoroughly covered by THE KANSAS WEEKLY CAPITAL, Topeka, Kan., the leading farm and family newspaper of the State.

OUR RATES are so low (10c) we can't buy a page ad. We prove 20,000 circ'n. Sample free. ILLUSTRATED WEEKLY, Topeka, Kansas.

THE PEOPLE'S ILLUSTRATED JOURNAL (monthly), New Orleans, La. A Southern family magazine, it reaches Sou'r'n homes. Adv'tise!

DIRECTORY PUBLISHERS, please send circulation and price list of your directories to U. S. ADDRESS CO., L. Box 1467, Bradford, McKean Co., Pa.

PAPER DEALERS—M. Plummer & Co., 161 William St., N. Y., sell every kind of paper used by printers and publishers, at lowest prices. Full line quality of Printers' Ink.

GALAXY OF MUSIC, Boston, Mass.—We prove what we say or no pay. Circulation for August, 20,854. Average for year, 23,838 copies. Rates and sample free. Correspondence solicited.

THE OHIO STATE JOURNAL goes to the homes of the best people in central Ohio. Daily, 12,500; Weekly, 21,000; Sunday, 17,000. Nearly all the leading general advertisers use its columns regularly.

REFERRING TO THE GALVESTON NEWS, Geo. F. Powell & Co., on page 110 of Printers' Ink, January 29th, '92, say: "There is also an especially good paper in Galveston, daily and weekly, that goes well over the whole of Texas." For sample copies, rates of advertising, etc., address A. H. BELO & CO., Galveston, Texas.

"PROTECTION AND RECIPROCITY."

If any one believes that the Post-Office Department of the United States is conducted honestly and impartially, and with a desire to facilitate business interests he is recommended to examine a copy of the now famous monthly periodical called "Protection and Reciprocity," published by the Republican National Campaign Committee, and compare it with PRINTERS' INK.

The Department decides that:

"Protection and Reciprocity" is a legitimate Periodical; and PRINTERS' INK is a Circular.

For the purpose of making it easy to compare the two publications and decide upon the probable good faith of the Post-Office authorities, a copy of the admitted-to-be legitimate second-class *periodical*, "Protection and Reciprocity," is inclosed with this issue of PRINTERS' INK.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

PUBLICATION OFFICES :

No. 10 Spruce Street, New York.
No. 138 Fleet Street, E. C., London.

Issued every Wednesday. Subscription Price: One Dollar a year in advance; single copies, Five Cents. No back numbers. Wholesale price, Three Dollars a hundred.

ADVERTISEMENTS, 75 cents a line; \$150 a page; one-half page, \$75; one-fourth page, \$37.50. Twenty-five per cent additional for special positions—when granted. First and last page fifty per cent additional. Special Notices or For Sale, two lines or more, 75 cents a line; Wants, six lines, 36 words or less, one time, \$1.90. Advertisements must be handed in one week before the day of publication.

JOHN IRVING ROMER, EDITOR.

NEW YORK, OCTOBER 19, 1892.

AN electrotype of "Chip's" illustration of Post-Office impartiality will be furnished free to any applicant who wishes to make use of it, or sent, carriage paid, on receipt of postage—wood back twenty, metal forty cents.

MR. HARRY DACRE, who describes himself as "England's celebrated author-composer," and among whose master-pieces are numbered "Katie Connor," "Playmates," etc., is sending a circular to advertisers proffering his services as an advertisement "concocter." Among the list of his accomplishments is set forth the following:

We suggest novel names for new inventions.

We compile books and pamphlets extolling the merits of patent medicines or any other manufactured article.

We write sensational and exciting paragraphs, stories and sketches, bringing out the subject advertised skillfully and effectively. This is known as the "Spoof" ad. It is a coker.

We can boom your business in any way, shape, style, manner or form known to mortals. Give us a trial.

While some or all of these things may have been done before by regular advertisement writers in a casual way, to Mr. Dacre belongs the peculiar credit of establishing an agency where this aggregation of genius is kept, so to speak, "on tap." Imagine the innocent joy with which Mr. Hood or Dr. Pierce—when in need of a "Spoof" ad—will draw upon the author of "Sweet Katie Connor" for one of his characteristic "corkers." But Mr. Dacre of

does not limit himself to the production of advertising "corkers"; he also offers to "embellish MSS. of novels, dramas, operas, etc.—Literary work of any kind undertaken." Further on we read: "A good article and a good advertisement is the high road to fortune," which is good sense if somewhat faulty grammar for a general undertaker (!) of literature. Still one quotation more from this interesting circular:

The reason I am writing specially to you is that you appear to advertise largely but ineffectually, inasmuch as a lack of originality is displayed in the method. A mere bald, unattractive statement of articles for sale is not read by the public.

This must be sad news to such an advertiser as the Royal Baking Powder Co. (ordinarily supposed to be prosperous), but which has spent more money than any other American advertiser in proclaiming the legend, "Royal Baking Powder, absolutely pure."

We are not inclined, however, to give credence to the rumor that the current Sapolio poetry is the product of the collaboration of the author of "Sweet Katie Connor" with the author of "Little Annie Rooney." PRINTERS' INK prefers to believe a man innocent of a crime until proved otherwise.

WE print in this issue the signed opinion of prominent newspaper men, politicians, Congressmen and Senators that PRINTERS' INK is entitled to circulation in the mails as second-class matter.

Publishers of legitimate class papers like PRINTERS' INK, *Book News*, *Scientific American*, and many thousand others would be glad to see the day when the law, instead of a clerk in the Post-Office Department, shall define what is and what is not a periodical, and it shall be possible to have a decision without waiting a month or a year.

THIS is a good rule for preparing an advertisement: Write it out, no matter at what length, putting in everything worth saying; next, examine it critically, with the purpose of ascertaining how many words can be stricken out without injuring the sense. Nothing need be said for ornament. Write plain and honest facts; claim nothing but what is strictly true, and be sure to claim all that is true. Consult taste rather than space in the use

A \$50,000 CAMPAIGN FUND.

There are over 10,000 weekly news-papers in the United States having an average circulation of more than one thousand copies each. If half of these are Republican, and all of that political shade avail themselves of the privilege of folding in, as a free supplement, the campaign document known as *Protection and Reciprocity*, then five million copies of these are distributed practically postage free. To send out an equal number of Democratic campaign circulars would require a payment of the snug sum of fifty thousand dollars a month for postage. Verily, there is some advantage accruing to the political party that controls the Post-Office. The fact that the document mailed violates the law don't count, because while the Department is considering the question of legality the election will have taken place, and then (the occasion for the free use of the mails for an improper purpose having passed by) the permission to do it will be withdrawn, very much to the relief of the publishers, who have neither the wish nor intention of issuing any longer.

HOW AND WHEN.

One of the most respectable of our many imitators reports an instance where seven or eight copies of PRINTERS' INK are taken in one office and wonders thereat. Here is a similar case :

CLEVELAND WORLD,
CLEVELAND, O., Oct. 4, 1892. {

PRINTERS' INK, New York City:

Inclosed please find \$5 in payment of five subscriptions to PRINTERS' INK for 1893. Send one copy each to the following addresses :

B. F. Bower, 909 Prospect street ;
R. T. Deacon,
George A. Robertson,
N. A. Pollock,
Advertising Manager—

all at Cleveland *World* office, Cleveland, O.

We trust that the publishers of the country will promptly respond to your circular inviting cash subscriptions. PRINTERS' INK would be greatly missed in this office. Yours truly,

B. F. BOWER, General Manager.

It is not strange that the "Little Schoolmaster in the art of advertising" should have quite a class among the earnest employees of establishments presided over by the brightest advertisers and most successful business men. It is expected that thousands of such classes will be formed before the end of the year, for PRINTERS' INK can

now be ordered for 14 months, ending Jan. 1st, 1894, for one dollar; but after December the subscription price will be advanced to \$2 a year.

"THE VOTER'S LIBRARY."

The Republican Campaign Committee, with the knowledge and connivance of Mr. Wanamaker, Postmaster-General, have registered at the Post-Office what they call "The Voter's Library." This, they claim, is a regular publication, and in this way Mr. Wanamaker permits Republican campaign textbooks to pass through the mails at two cents a pound, while the Democratic National Committee have to pay a cent for every two ounces or fractional part of two ounces. The Department favors Republicans over Democrats just as in business matters it discriminates in favor of *Book News* and against PRINTERS' INK. Mr. Harrison needs no such dishonest advantage.

IF the Republican campaign documents were treated as PRINTERS' INK has been, the Post-Office would be in receipt of more than \$25,000 dollars a week for a service it now performs for nothing. It is not noticed, however, that any Democratic literature has been passed through the mails free thus far. A saving of \$25,000 a week is a fine addition to a campaign fund.

A CHICAGO publisher, whose letter appears elsewhere, has been for six months trying to learn from A. D. Hazen, 3rd Asst. P. M. General, whether his paper is or is not legitimate second-class matter. If it takes so long to make up his mind would it not be well for Mr. Hazen to keep his hands off until he has arrived at a conclusion one way or another? If he had been as slow in dealing with *Protection and Reciprocity*, the election would have been over before the question was settled.

"IT does not pay to advertise during a Presidential campaign." This remark has been made quite often, and many believe it and follow that *idea*, not because they know, but because they read it—that's the effect of advertising.

We insist the time to advertise is during a political campaign.—*The Great Divide.*

The Advertising World.

Readers are invited to send in news items for use in this column.

Mr. Dalton, of Hall & Ruckel, is placing a good amount of Sozodont business.

Henry Bright, of the Tribune building, has just added to his list of papers the Hartford *Courant*.

R. L. Watkins, of Prospect, O., is controlling a large amount of the novelty advertising of the West.

A firm in this city is about to place on the market a new food, which will be very extensively advertised.

Remington Bros., of Pittsburgh, are placing an extensive line of advertising for Dr. Bridgman's Rheumatic Ring.

Mr. G. D. Dana, of the Excelsior Manufacturing Co., of St. Louis, is booming the Charter Oak Stove into prominence. More publicity than ever is to be purchased.

Chas. H. Fuller & Co., of Chicago, are placing the Gannett-Morse business, as well as the advertisements of the Paris Art Co., Superior Stove Co., and F. C. Barnes.

W. W. Baird, of Detroit, has branched out into general advertising, and is placing the Holly Rein Holder and a number of other Detroit advertisements.

The Schlitz Brewing Co., of Milwaukee, is about to make an effort to secure the largest business of any brewery in the States. Advertising, therefore, will soon be done lavishly.

Mr. H. D. La Coste, who represents several Western dailies in New York, has just added to his list the Grand Rapids (Mich.) *Democrat* and the Youngstown (Ohio) *Vindicator*.

The Armour Packing Co., of Kansas City, is preparing for a big campaign with luncheon beef, silver churn butterine and the white label soups, advertisements of the latter having been running in the magazines for some time. An advertising man from that part of the country tells me that some \$300,000 are to be expended in general advertising by this concern.

Dr. Greene, of Nervura fame, has just had printed three million pamphlets at a cost of \$17,000; these pamphlets taking the novel form of a home paper containing miscellaneous reading matter and some very fair cuts.

Mr. A. H. Siegfried, special representative of the Chicago *News*, never visits an advertiser without having made, in advance, an appointment for an interview. He believes himself to be the only man in his line of business who pursues these tactics.

Geo. M. Savage, of Detroit, is offering an advertisement of the Stanley Prize Medicine Co., of Detroit, Mich., amounting to eight inches, single column, the advertisement being of similar character to that of the notorious Ford Pill Co.'s guessing contest.

Mr. B. F. Bowen, the general manager of the Cleveland *World*, was in town the first of the month and visited advertisers in company with his special agent, Mr. S. C. Beckwith. He admits having taken back contracts to the amount of \$9,000 as the result of the trip.

The Detroit Stove Works will be among the most prominently advertised Western houses this winter, the jewel stoves and ranges being their leaders. This firm has just finished covering a large Western territory with advertising signs, and its attention will now be turned to the newspapers.

While this season will undoubtedly be an unusually good one for newspaper advertising, the sign and brush men have also an unprecedented amount of business. "Hote" has been overwhelmed with business, and he says that newspaper and sign space during the World's Fair period will be at a premium.

Arrangements have been completed by John A. Thayer, Jr., manager of the advertising department of the *Ladies' Home Journal*, which brings twenty full cover page advertisements to that publication for the year 1893. Cuticura Soap will occupy the second cover page for the entire year, and Pearline, Mellin's Food, and the Columbia Bicycle announcements on the fourth cover page complete the list to date.

The New York *Recorder* claims to have beaten the *World* on Sunday, October 9, by having $17\frac{1}{2}$ columns of advertising against the latter paper's $17\frac{1}{4}$ columns. This, Mr. Turner says, is the first and only time within the past five years that any newspaper in New York city has contained more legitimate advertising than the *World*.

That a good article well advertised is generally successful is again exemplified in the case of Mr. Stewart Hartshorn, whose well known shade-rollers are now in such demand. Two new factories are being built for him, one in Muskegon, Mich., and one in Newark, N. J. Three large factories are already running on full time, to meet the demand that was filled a few years ago by a very small plant.

G. A. SYKES.

"BUSINESS" METHODS.

THE OFFICE MEN'S RECORD CO.,
CHICAGO, Oct. 6, 1892.

Mr. John Irving Romer:

We are interested listeners in the controversy between your valuable little journal and "the powers that be" in the P. O. D. A similar business-like treatment is also accorded to our magazine, and for similar reasons. On August 16, and in reply to our communication of August 9, the "Acting" Third Assistant P. M. G. informed us "that the classification of our publication is now a subject of investigation." Not receiving a line from the Department to September 15 we summed up sufficient courage to address the Department again, when, lo! and behold! in a letter dated September 27, the Third Assistant P. M. G. makes this remarkable statement, "that the case of the *Office Men's Record* was referred to the Fourth Assistant Postmaster-General for investigation June 16, 1892; but as yet his report has not been received." If this is not a striking example of a "successful business administration," we are at a loss where it can be found. Yours for a change,

HENRY GOLDMAN, Secy. and Treas.

WE WILL.

Branch Office of
THE IRON AGE, THE METAL WORKER,
CARPENTRY AND BUILDING BUSINESS,
Cor. Fourth and Main Streets,
HENRY SMITH, Manager.
CINCINNATI, Oct. 7, 1892.

Publishers of PRINTERS' INK:

I note on page 431 of the last issue that you intend advancing the subscription price, beginning January, 1893, to \$2.00, but that a subscriber remitting \$1.00 before December 31 next will be credited up to January, 1894, from date of present subscription. Now, as my subscription does not expire until March 30, 1893, through no fault of mine, I am in doubt as to whether this applies to me or not, unless you will credit my subscription up to March 30, 1894, if I send you \$1.00 before December 31, 1892. I should be glad to be advised concerning this.

HENRY SMITH.

FROM AN ADMIRER OF WANAMAKER.

YOUNG MEN'S CHRISTIAN ASSOCIATION,
FORT SMITH, Ark., Sept. 24, 1892,

Editor of PRINTERS' INK:

I am greatly interested in the vital little question entitled "P. O. vs. P. I." Although I have always been a great admirer of Mr. Wanamaker, yet I deplore his actions in this matter.

Allow me to say this, in commendation of PRINTERS' INK: Of the many periodicals which come to our reading-room there are but six of them that I read thoroughly, i. e., reading matter, advertisements and all. These six are the *Young Men's Era*, *Golden Rule*, *Current Literature*, *Good Health*, *Record of Christian Work* and PRINTERS' INK. Of these I enjoy none better than PRINTERS' INK. By the way, the *Record of Christian Work* is published as much, if not more, in the interests of Revell & Co's trade as PRINTERS' INK is of Rowell & Co., yet the former goes through as second-class matter, while PRINTERS' INK—well—

BERT THOMPSON, Gen. Sec.

COATED PAPER FOR ILLUSTRATIONS.

From Life.

The esteemed illustrated monthly magazines would confer a favor on many readers if they could contrive to work in the pictures that go with their stories at the points in the stories where the depicted occurrences happen. Bunching all the pictures at the beginning of the tale gives the story away in advance, while bunching them at the end deprives half of them of their due effect. Bunching them at all produces an effect like what happens when the man at the crank in the panorama gets ahead of the lecturer, and reels off the destruction of Jerusalem while the crowd is hearing how Absalom was hung up by his hair. It would seem almost better to print a whole magazine on coated paper than to swap the pictures around so.

TAKES ITS OWN MEDICINE.

"The Practical Farmer, of Philadelphia, is one of the few papers who have ever had a page advertisement in the *Youth's Companion*. In PRINTERS' INK of October 5 it had a \$500 advertisement, and now it asks of advertisers, can you afford to leave a paper with the push and pluck of *The P. F.* off your next list?" The convincing circular from which the above is quoted closes with the following: Postscript. "John Wanamaker has just given us an order for ten pages, beginning with our October 15 issue. This makes 21 pages (15,372 agate lines) within the year sold to one advertiser, and above all, at rates, viz.: 15 cents per line for 5,000 lines or more."

PLOTS FOR NOVELS.

From the New York Press.

The following odd advertisement appeared in an English paper of late date: "Home Work—Good plots for novels for sale. Apply Miss Smallwood, the Lees, Great Malvern."

A COLORADO EDITOR PRESENTS HIS COMPLIMENTS.

From the Loveland (Col.) Reporter.

"Can monkeys talk?" asks Professor Garner, of New York. Don't ask us; better see Paddock, of Boulder—he was at Pueblo.

IT GOES EVERYWHERE—POSTAGE FREE

THE NIOBRAKA PIONEER,
Ed. A. Fry, Editor,
NIOBRAKA, Neb., Aug. 11, 1892.

Editor of PRINTERS' INK:

DEAR SIR—Not for the purpose of doing our common political cause harm, but to show the inconsistency of the Post-Office Department in its ruling against PRINTERS' INK, I enclose you *Protection and Reciprocity* as another proof of Mr. Wanamaker's bigotry. But our postmaster is more just than his chief, since he holds that under the regulation quoted I must pay *postage rates for county circulation*, while under the regulation permitting a "supplement" it would go free. I have ordered *Protection and Reciprocity* stopped unless a ruling will allow of its free county delivery, which the law certainly does not. I did it to help you out.

Yours fraternally,
ED. A. FRY.

JAMES H. GRIFFITH,
Special Agent for the
RURAL NEW YORKER AND
AMERICAN GARDEN.
PROVIDENCE, R. I., Aug. 12, 1892.

Editor of PRINTERS' INK:

The enclosed copy of *Protection and Reciprocity* came to me folded in a well-known local paper. It is not, and does not pretend to be, the supplement of any paper, and, judging from its general appearance, has no subscription list. However that may be, the paper enclosing it to me has clearly violated the postal law. Cannot something be done? If the Republican campaign documents are to be sent through the mails without even paying second-class rates while PRINTERS' INK is excluded, surely it is time to call a halt.

JAMES H. GRIFFITH,
EAST ROCKAWAY, L. I., N. Y.

C. P. STAFFORD, Jr., Sec'y and Treas.,
THE TEXAS STOCKMAN AND FARMER,
SAN ANTONIO, Tex., Aug. 27, 1892.

Editor of PRINTERS' INK:

The enclosed pamphlet, circular, stump speech or whatever it may be called, comes to us as second-class matter. How about it?

Truly yours,
VORIES P. BROWN,
Associate Editor and Manager.

The enclosure is called *The Defender*. It is a Republican campaign document emanating from No. 135 West Twenty-third street, New York, and bears at its head the motto: "After reading hand to a friend."

HEALDSBURG Cal., Sept. 12, '92.

G. P. Rowell & Co.:

I enclose a "supplement" of a paper. My dear sir, it is the supplement of about fifty papers received so far by us as exchanges—printed and entered at New York, sent out as a campaign document. How this comes under the postal law is a queer ruling. But as Wanamaker's party has the supplying, it is probably all right.

ENTERPRISE.

WARSAW, Mo., Aug. 12, 1892.

Editor of PRINTERS' INK:

* * * I consider it an outrage for the P. M. General to grant newspaper privileges to such a sheet and then exclude a bright,

instructive journal like PRINTERS' INK. The sooner he ceases to discriminate the better for the country. There is surely a *scare loose* somewhere, or it never would be admitted. I trust that you will come out victorious and put your foe to flight. I have been a constant reader of PRINTERS' INK for three years and consider it indispensable.

Yours truly, F. H. PETTS.

MADRID HOME NEWS,
M. L. D. Lansing, Proprietor,
MADRID, Iowa, Aug. 16, 1892.

Editor of PRINTERS' INK:

DEAR SIR—Find enclosed a campaign document which has been run in a good many Republican papers. I know this is a violation of the postal law to run such as a "supplement." I write this to keep you posted. My sympathies are with you; and may you win your fight with Wanamaker.

Yours for justice,
M. L. D. LANSING.

OFFICE OF THE LENA STAR,
A. O. Rupp, Proprietor,
LENA, Ill., Oct. 7, 1892.

Messrs. Geo. P. Rowell & Co.:

The enclosed paper, entitled *Protection and Reciprocity*, was sent out as a supplement with the Warren (Ill.) *Sentinel* of Oct. 5, 1892. Similar supplements, "entered at the New York P. O., New York, as second-class matter," have been circulated in various papers in this section this fall. It seems to me that this is contrary to law, and that you have a better right to send PRINTERS' INK as second-class matter than has the publisher of *Protection and Reciprocity* to send his paper as such matter. What do you think about it?

Very truly yours,
A. O. RUPP.

THE STAR AND KANSAN,
INDEPENDENCE, Kan., Sept. 20, 1892.

Geo. P. Rowell & Co.:

I have been somewhat interested in the "hair splitting" Wanamaker has been indulging in while attempting to prevent PRINTERS' INK being admitted to the mails as a regular publication. I inclose you a supplement that is being circulated through the mails in this State as a supplement of Republican papers. The one I send you was the supplement of the Sedan *Times-Journal* of September 16. This arrangement has been in operation for some time, and it would appear that Wanamaker will "strain at a gnat and swallow a camel" when he opposes your publication circulating as second-class matter and yet permits such gross violations of the postal laws as *Protection and Reciprocity* circulating as supplements to Republican newspapers in this State.

CHAS. T. ERRETT,
Ed. and Pub, *Star and Kansan*.

♦♦♦
\$14,000 POSTAGE SAVED.

NEW YORK, Oct. 10, 1892.

Editor of PRINTERS' INK:

I called this day at the office of the American Protective Tariff League in Twenty-third street, and was received by the gentleman who seemed to be in full charge of matters there. When I told him what I wanted and from whom I came he *presented* me with a thousand copies of the "Protection and Reciprocity" document, and informed me they were circulating 1,400,000 copies of each issue, said issue weighing in excess of 28,000 pounds.

O. L. MOSES,

IS DEEMED A NEWS AGENT.

A great many editors will be interested and amused when they read the letter from Third Assistant Postmaster-General A. D. Hazen to the publisher of the Mansfield (Ohio) *Banner*, as printed below, and learn that it is a violation of the postal law for a publisher to fold the campaign document called *Protection and Reciprocity* with that part of his own edition that circulates in his own county, without prepaying postage. No postage is collected for papers addressed to readers in the county where issued; but folding in another paper issued elsewhere makes the whole subject to the pound rate. If anybody knows of an instance where postage has actually been collected on *Protection and Reciprocity*, PRINTERS' INK would like to hear about it.

SHIELD AND BANNER,
MANSFIELD, O., Sept. 12, 1892.

Publishers of PRINTERS' INK:

DEAR SIRS—Recently you called attention to the fact that a campaign document called *Protection and Reciprocity* was being distributed in violation of law by being folded inside of Republican newspapers and sent through the mails the same as regular publications and at the publishers' rates of a cent a pound. Some of these documents have been coming to this office enclosed in our exchanges, and believing that holy John Wanamaker would not permit such a rank violation of the law with his knowledge and consent, I sent him a copy of the document and wrote him, calling his attention to the scheme that is being worked by our Republican friends in this State, and no doubt in other States, to advance the political interests of Mr. Wanamaker and Mr. Harrison. Mr. W. referred my letter to Third Assistant Postmaster-General Hazen, and I enclose you his reply.

You will observe that the P. O. Department assumes that the newspaper which thus violates the law is a "news-agent." No effort is made to find out whether such is the case; the party who violates the law is simply excused by the Department "deeming" him a news-agent. The copy which I sent Mr. Wanamaker came to me folded in the Delaware (O.) *Gazette*, and the fact is well known that the *Gazette* publishers are not news-agents, except as Mr. Wanamaker may choose to constitute them such in order to further the election of Mr. Harrison and the re-appointment of Mr. Wanamaker. Even were they news-agents, what right has *Protection and Reciprocity* to pound rates through the mails? It is not a newspaper. It will not appear at all after the campaign is over. Nobody has subscribed for it. Nobody who receives it pays for it. The papers that permit it to be circulated through and under cover of their daily and weekly issues do not pay for it. It is simply a "trade" publication of Mr. Wanamaker and his colleagues to facilitate their business as office-holders and office-seekers. The whole scheme is a fraud. Very truly yours,

C. N. GAUMER.

Hazen's letter is given here:

POST-OFFICE DEPARTMENT,
Office of the Third Assistant Postmaster.
General, WASHINGTON, D. C.,
September 10, 1892.

C. N. GAUMER, Esq.,
Publisher "Shield and Banner,"
Mansfield, O.:

SIR—In reply to yours of the 6th inst., you are advised that a publisher cannot adopt another second-class publication as a supplement to his own; but, under Par. 6, Sec. 350, P. L. & R., "A publisher, who purchases for his subscribers a portion of an edition of another second-class publication, is deemed a news-agent, and may receive and remail the same at the pound rate of postage."

Periodicals mailed in this manner are not entitled to "free county circulation" under Sec. 421, P. L. & R., and, if folded with a local paper, subjects it also to the pound rate of postage. Very respectfully,

A. D. HAZEN,
Third Assistant Postmaster-General.

♦♦♦

TO THE SMITER WE WEEKLY TURN
THE OTHER CHEEK.

CHICAGO, Oct. 9, 1892.

Editor of PRINTERS' INK:

Inclosed fine one dollar for renewal of my subscription to PRINTERS' INK, which, I perceive, expires on the 16th inst.

I have read the reports of your controversy with P. M. G. Wanamaker, and believe you have the right of it. If, after the treatment you have received you vote for the retention of the present administration in power, you are a set of chumps and deserve all you get. You remind me of the irate Briton, who said to his antagonist, "You have spit upon me, you have kicked me and pulled my nose. If you proceed much farther you will arouse the British lion in my breast, and then there will be trouble." *Le voyez vous?* Yours truly,

HENRY R. BOSS.

AT THE POLLS.

D. G. HENDRICKS,
Carpetings, No. 31 West Third Street,
CHESTER, Pa., Sept. 23, 1892.

Editor of PRINTERS' INK:

Inclosed find one dollar for my subscription to PRINTERS' INK. Pardon the oversight for not sending it sooner. I am greatly interested in your fight with the P. O. D. and sincerely hope that you will win the battle. I hope that every lover of justice will so record his vote on the 8th of November. Yours truly,

D. G. HENDRICKS.

THE liberty of the press is indeed essential to the nature of a free state; but this consists in laying no *previous* restraints upon publications. To subject the press to the restrictive power of a licenser is to subject all freedom of sentiment to the prejudices of one man, and make him the arbitrary and infallible judge of all controverted points in learning, religion and government. The press can never be used to any good purpose when under the control of an inspector.—*Blackstone*.

In my judgment PRINTERS' INK is entitled to circulation in the United States mails as second-class matter.

Member of Rep. National Committee for Iowa.

Editor N. Y. "Com. Advertiser"

Publisher New York "Recorder."

U. S. Senator from Ohio.

Editor Springfield "Republican."

The "Rising Sun" Congressman from Mass.

Publisher New Haven (Conn.) Register and
Secy., Treas. and Mgr. American New-
paper Publishers' Association.

Member Dem. Nat'l Com. for Rhode Island.

Editor Philadelphia "Item."

M. C. (Republican) Ohio.

M. C. (Democratic) Ohio.

M. C. (Democratic) Pennsylvania.

Joe Manley, Member Republican Nat'l Com. for
Maine.

M. C. (Republican) Ohio.

PRINTERS' INK.

Geo. F. Huff
M. C. (Republican) Pennsylvania.

Editor Atlanta "Constitution."

M. C. (Republican) Pennsylvania.

Editor "Judge," N. Y. City.

Member Repub. Nat'l Com. for Tennessee.

Ex. Governor New Hampshire and member Re-
publican National Committee.

Editor-in-Chief Washington "Star."

President New York Newspaper Union.

Publishers of the New York "Ledger."

M. C. (Democratic) Virginia.

Member Democratic Nat'l Com. for Iowa and

Editor Davenport (Ia.) "Gazette-Democrat."

Member Democratic Nat'l Com. for Mississippi.

Publisher Brooklyn "Times."

Member Democratic Nat'l Com. for Michigan.

Gen McClellan.

Member Republican Nat'l Com. for New Jersey.

Garret A. Hobart.

M. C. (Democratic) Indiana.

THE AGENTS' COMMISSION.

I take it that the place of the honest, earnest agency is too well fixed to need any comment. The publisher who does not concede this is ignorant of the fact that some of the largest advertisers have been *created* by the enterprise and skill of the advertising agent. As a legitimate business factor he is entitled to his commission, and no amount of argument that the agent divides this with his customer will avail to justify any unbusinesslike dealing on the part of the publisher.

GEO. R. EWAN,
Advertising Mgr. the *Voice*.

EVERYTHING you do is done to satisfy some want or personal desire—to satisfy a desire which will accomplish some purpose of *Greed*. This may be a rough way of putting it, but we insist that it is true.

The greediest factor in all men is to become possessors of money. Most men would say that, if they had a given sum, they would want nothing else, but they lie, because, if they are enterprising, they would want to buy power or health, or something sure. Enterprising men never stand still—they are kickers.

It is an acknowledged fact that the only way you can obtain everything you want (excepting, possibly, health) is by advertising—not necessarily by advertising in newspapers, but it must be in some form.

If you want to become famous in your own locality, you pay a large price for some article you absolutely do not want at a church fair; others accomplish the same end by owning a race-horse, newspaper, etc., and in this way get talked about, or, in other words—advertised.

In order to get in that position, especially so if you must begin with a limited capital and in a mercantile way, an advertisement of what you have to offer, in first-class publications, is the keystone to sure success.—*The Great Divide.*

Miscellanies.

Rhymes for _____. — Poet (in a hurry): I can't seem to think straight to-day! Give me a rhyme for blank, will you, Professor?

Prof. Ane—Ham, Ram, Sam.—*Puck*.

A Useful Adjunct.—"Who is that cross-looking old man in the corner?" asked the fair young visitor who was looking through the offices.

"That," replied the editor, "is the man who writes our smart-child jokes."—*Judge*.

Naming the Prison Paper.—"We'll start a prison paper," said one life convict to another.

"We will, and our motto shall be, 'The pen is mightier than the sword.'"

"No; our motto shall be, 'We have come to stay.'"—*N. Y. Sun*.

The Desideratum.—Growells: You ought to send these poems of yours to some editor.

Vowells—Do you think they would be published?

Growell—No; but they might be edited.—*Puck*.

A Boomerang.—"Are you doing much reading this summer?" asked Mawson of the silly-looking girl, just for a joke.

"Not much," she replied. "A little Kant, some Schopenhauer, Browning, and William Morris. What do you think of Morris?"

And Mawson had to admit he'd never read Morris.—*Judge*.

In the Sanctum.—The Stranger: I wish to submit for publication a few verses I just dashed off.

The Editor—What's the subject?

The Stranger—"My Heart's Passionate Pants."

The Editor—My friend, this is not a second-hand clothing store. Take your heart's garments elsewhere.—*Pittsburg Bulletin*.

Still They Come.—Applicant: Here is a manuscript which I would like you to look over.

Book Publisher—It would be useless. We only accept manuscripts from noted authors.

Applicant—But I am a noted author. My first book ran through many editions.

Publisher—Ah, indeed! Come in, my dear sir. Take a seat.

Applicant—I am the author of "The Bread Winners."

Publisher—Great Josephus! Another one! Jim, call the dog.—*Philadelphia Call*.

TAKES NO PRINTER'S BACK TALK.

From the Detroit Free Press.

Ruskin permits no deviation on the part of the printer from his own rule of punctuation, and in the matter of uniformly open spacing is so insistent that on several occasions, when the compositors disregarded his instructions in this respect, proofs of an entire volume have been returned to the printer in order that whole paragraphs might be overrun from beginning to end. It is observed that Mr. Ruskin's printed page is "as nearly as an oblong square can be made so, modeled on the proportions which artists have assigned to the finest types of the human countenance," and that the author's reason for placing his printed page "so much out of the center" is his desire to give students of his works ample margin for manuscript notes.

L'ART DE LA MODE proves an average sale of over 30,000 copies. 51 Tribune Bldg., N.Y.
4000 NEW AGENTS' NAMES Sent for 25 cts. P. O. Box 3946, Boston.

2000 New Agents' Names for 25c. Western Mailing Agency, St. Louis, Mo.

PIANOS, ORGANS, in exchange for space, Dan'l F. Beatty, Washington, N.J.

PATENTS W. T. FITZGERALD, Washington, D. C. 44-page Book FREE.

BOSTON. "Cottolene," "Lydia Pinkham" etc., etc., like my ads. So would you. A. E. SPROUL, 658 Washington St.

35,000 Farmers in Maryland. We begin visiting them in 1894. MARYLAND FARMER, Baltimore, Md.

WOOD ENGRAVING PETRI & PELS, NEW YORK.

12 STEEL PENS SPENCERIAN, 810 Broadway, N.Y.

DESIGNS AND PEN DRAWINGS at very low rates. Write me.
 CHAS. H. MARTIN, 1239 Myrtle Ave., Balt., Md.

THE EVENING JOURNAL, JERSEY CITY, N.J. Circulation, 15,000. Advertisers say it pays.

KUTS For Advertisers; lively, cheap. Bring trade every time. Send for proofs free. CHAS. W. HARPER, Columbus, O.

PUBLIC OPINION Always pays Advertisers. Washington. New York.

GERMANIA Magazine for the study of the German lang. and lit. For sample copies, rates of advertising, etc., address GERMANIA, Manchester, N.H.

Kate Field's Washington, Is read by intelligent people who pay their bills. Are these the people you want to reach when you advertise? Washington, D.C.

ATTENTION, PLEASE. We make Good Cuts at these rates: 1 col. Portraits, 75c.; 1 col. Buildings, \$2.50; 2 col. Buildings, \$3.50. The stuff for boom editions. Try us. CHICAGO PHO. ENG. CO., 185 Madison St., Chi.

THE ADVERTISERS' GUIDE, A monthly journal expounding expertly subjects mutually advantageous to publisher and advertiser, mailed for one year on receipt of twelve cents to pay postage. Send stamp for sample copy. STANLEY DAY, New Market, N.J.

I write primers;—advertisements. You pay me. They do, you.

E. A. WHEATLEY, Chicago, Ill.

SAN FRANCISCO CALL.

Established 1853.

Daily, 58,487—Sunday, 63,207. The Leading Newspaper of the Pacific Coast in Circulation, Character and Influence.

Do You Want Agents? I have sent to 64,299 post-offices for the names of Agents for my own use. Send for particulars. E. J. SMEAD, Vineland, N.J.

WATCHES

Are—the Best **PREMIUMS.**

Address the manufacturers direct.
THE PHILADELPHIA WATCH CASE CO., 140 So. Third St., Philadelphia, Pa.

THE HOME CIRCLE, ST. LOUIS, MO.

75,000 Copies Each Month. An exceedingly desirable medium for **GENERAL ADVERTISERS.** THE HOME CIRCLE PUB. CO., St. Louis, Mo.

STUDY LAW

AT HOME.

Take a Course in the Sprague Correspondence School of Law. (Incorporated.) Send ten cents stamps for particulars to

J. GOTNER, Jr., Sec'y, Detroit, Mich. 312 Whitney Block.

If You Use Premiums,

Or Sell Goods by Mail,

And do not handle our goods, you miss some of the best **MONEY-MAKERS.**

Illustrated Catalogue Free.

W. N. SWETT & CO., Publishers and Manufacturers, 28 READE ST., NEW YORK.



WM. G. BRUCE, Publisher, Milwaukee, Wis.

Chicago, Ill.

Over 83,000 per month

Proved Average past Nine Months.



Rates Lowest for

quantity and quality of

Circulation.

THE SPOKANE SPOKESMAN

has 75 per cent more paid subscribers than any other daily paper published within 300 miles of Spokane, Wash.

THE SPLENDID THANKSGIVING NUMBER —OF— THE NEW YORK LEDGER

WILL GO TO PRESS ON
SATURDAY, OCTOBER 29.

Advertising space limited. Order and "copy" should be sent at once to secure insertion.

60,000 Monthly Circulation

Guaranteed OF THE

POPULAR □ □ EDUCATOR.

THE LEADING Educational Journal of America, both in CIRCULATION and INFLUENCE.

For rates and sample copy, address our Advertising Office,

70 Fifth Ave., New York.

PRINTERS' INK PRESS,

No. 8 Spruce Street,
NEW YORK,



Solicits Orders for - - -

PRINTING

- - of Every Description.

We do not know that it will pay you to advertise in the Sunday School Times, but as we shall be glad to have you better acquainted with the paper, it will give us pleasure to send you some copies of it. While this will not place you under any obligation to advertise, it may enable you to judge as to whether it will pay you to reach the large number of intelligent readers to whom it goes week by week.

Put Them On Your List

The Sunday School Times reaches over 150,000 families weekly.

Sunday School Times.
PHILADELPHIA.
Presbyterian.
Lutheran Observer.
National Baptist.
Christian Standard.
Presbyterian Journal.
Ref'd Church Messenger.
Episcopal Recorder.
Christian Instructor.
Christian Recorder.
Lutheran.
Presbyterian Observer.

Over 260,000 Copies
Religious Press
Association
Phila

Advertising
In the

Sunday Mercury, NEW YORK,

Pays
Handsomely.

CIRCULATION—1892.

Jan. 3	107,801	Ap. 3	108,697
" 10	108,353	" 10	108,542
" 17	108,602	" 17	108,301
" 24	108,491	" 24	109,321
" 31	108,015	May 1	109,545
Feb. 7	108,121	" 8	109,622
" 14	108,915	" 15	109,576
" 21	108,976	" 22	109,542
" 28	109,215	" 29	109,412
Mar. 6	109,405	Jun. 5	109,606
" 13	109,008	" 12	108,904
" 20	109,319	" 19	109,876
" 27	109,210	" 26	109,287
Total	2,844,232		
Average	109,393		

ADVERTISING RATES.

Agate—Oct. 1, 1892.

General (per line) eighth page	\$0.25
General (inside pages)25
Special Notices25
Medical25
Business Notices25
Local Miscellany25
Reading Notices	1.00

No discount on number of insertions.

To advertise intelligently such facts as these are what the judicious advertiser wants. THE MERCURY'S circulation is among go-ahead people, with money to spend, and is not of the mushroom or gift enterprise order or origin. It has been a steady and gradual growth of nearly fifty-four years. A fair trial will convince you.

ADVERTISERS

Wishing to reach the largest group of Substantial Agents in the world use **SEWING MACHINE TIMES**,
68 Beach St., New York.

No Religious List complete without
THE MAGAZINE OF CHRISTIAN LITERATURE,
Specimen copies and rates on application. CLINTON HALL, NEW YORK.

WOMAN'S FARM JOURNAL is read monthly by over 10,000 families who buy everything, from a safety-pin to a threshing machine. Send for sample copy and special trial rates.
F. J. CABOT, Pub., 361 N. Ninth Street, St. Louis, Mo.

THE NEW CYCLE, 26 Union Sq., N. Y., organ of The General Federation of Women's Clubs. *Chicago Daily News*: THE CYCLE was made the Official organ at the First Biennial Meeting, Central Music Hall. *Chicago Inter-Oceans*: The matter of a Club organ was presented and THE CYCLE, with Mrs. J. C. Croly, as editor was made the organ, and pledged the support of the Federation.

THE THREE GIANTS. Two-thirds of circulation in the U. S. Combined rates, 40 cents per line. It will pay you to use this list. Try it.

B. L. CRANS, 10 Spruce St., N. Y. Room No. 4.

Canadian Agriculturist.
Ladies' Home Magazine.
The Fireside Journal.

PETERBOROUGH, ONT.

The Christian Advocate.

Official weekly metropolitan newspaper of "The Methodist Episcopal Church." Circulation over 50,000 guaranteed. We invite correspondence from advertisers who would like to reach our people, and whose advertisements would be appropriate for a religious family journal. Address

HUNT & EATON, Publishers, 150 Fifth Ave., Cor. 20th St., New York.

Estimates Submitted.

No charge. Liberal discounts allowed on all publications.

**Effective Advertisements
Prepared.**

B. L. CRANS, 10 Spruce St., New York.
Room No. 4.

DODD'S ADVERTISING AGENCY, Boston, or 265 Washington Street.

We only stipulate, in requests for estimate, that our figures shall not be quoted or used in any way in placing business through other channels.

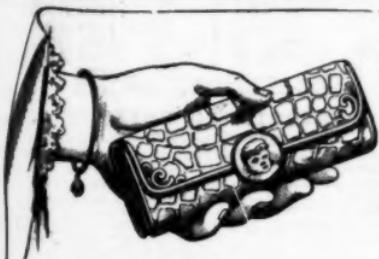
Giving our time we ask for good faith from the advertiser.

Advertisements specially prepared for our clients.

World
Build'g,
N. Y.
City.

SEND FOR ESTIMATE.

RELIABLE DEALING. - Low Estimates. - CAREFUL SERVICE.



Our Selected Premiums Are Filling this Demand. Send for Illustrated Catalogue

Net prices to Newspaper Men are in it.

WELL-FILLED
POCKET BOOKS
ARE
NOW BEING OPENED
TO SECURE THE
Liberal Premium Offers

MADE BY
JUDICIOUS NEWSPAPER PUBLISHERS.
EMPIRE PUBLISHING CO.,

145 and 148 Worth Street, NEW YORK

"No Idea of Discontinuing Their Ads. while in Business."

PHIS is the verdict of those who patronize Allen's Lists continuously, year after year. No disappointments! No losses! But a substantial and profitable business, year in and year out.

ESTABLISHED 1859.

E. C. ALLEN & CO., Augusta, Maine.

OFFICE OF G. D. NICHOLS, 47 & 49 Center Street,
New York, September 10, 1892.

Dear Sirs:—Yours at hand, and in regard to the expiration of the Nichols M'fg Co.'s annual contracts, please continue their advertisements without interruption, as these people have no idea whatever of discontinuing their ads. with you while in business, with the excellent results obtained from the lists, and their experience of over six years' continuous advertising in them. (Signed) Very respectfully yours,

G. D. NICHOLS.

Several hundred of America's shrewdest and most successful general advertisers know, from actual tests and records, that Allen's Lists stand at the very head. And why should they not?

Every issue of Allen's Lists will place your business directly before over One Million Homes—nearly all rural homes—and the better class of rural homes at that.

REASON for yourself, and see if you can afford to miss this great and widespread circulation. Try it once for results.

Forms close the 18th of each month.

E. C. ALLEN & CO., Proprietors, Augusta, Me.

If You Want Business,

— ADVERTISE IN —

The GOLDEN RULE.

IT DOES THE WORK.

78,000

Christian families read this paper each week. Testimonials from prominent advertisers prove that they are buyers.

FOR RATES ADDRESS

THE GOLDEN RULE CO.,

F. T. BURDETT,
Adv. Mgr.

BOSTON, MASS.

THE OMAHA World-Herald

Covers its field thoroughly. THE WORLD-HERALD has a larger circulation in the cities of Omaha and Council Bluffs than any other paper. Local advertisers use it to a larger extent than they do any other paper. It carries more "want" ads than any other Omaha paper. Its sworn average daily circulation exceeds

17,000.

Its advertising rates are reasonable, and it is a profitable paper for advertisers to use. Rates and other information can be had on application to the

EASTERN BUSINESS OFFICE—R. A. CRAIG, Mngr.,
41 Times Building, New York.

THE
DECEMBER
(HOLIDAY)
EDITION OF



WILL CARRY
YOUR
ADVERTISEMENT
TO OVER

4,000,000

PROSPEROUS HOMES.

Quality equal to quantity. A clean household medium, in which no disreputable advertising is seen. Send for a specimen copy and get an estimate for the Holiday Edition of

400,000 Copies.

Forms close on Nov. 5th.

S. H. MOORE & CO., 27 Park Place, N Y.

Seedsmen

are now making up the lists of papers in which they will advertise during the next season.

It is not necessary to remind Seedsmen who used BOYCE'S LIST OF BIG WEEKLIES last season to place us on their list, because there is not a single case we can learn of where we did not pull big and are not now included.

We wish to simply remind Seedsmen who have not used THE BLADE, LEDGER and WORLD (Boyce's List) that our papers have paid all other Seedsmen and ought to pay them.

Once Again

the unparalleled growth in the circulation of
BOYCE'S LIST OF

BIG WEEKLIES—*The Saturday Blade, The Chicago Ledger* and
The Chicago World, warrants us in increasing the advertising
rates, January 1, 1893,

25%

Under present rates we contract to prove

400,000 Copies Weekly.

After January 1, 1893, when new rates go into effect, we will contract to prove

500,000 Copies Weekly.

Reserve your space for 1893 now before the advance. Ask any advertising agency, agent, solicitor, or posted advertiser if

Boyce's Big Weeklies Pay.

RULES.—Any advertisement discontinued at any time at *pro rata* rate. No discount for time or space. You pay no premium for experimenting with these papers—BLADE, \$1.00 per line; LEDGER, 50 cents; WORLD, 30 cents.

Apply for space to any agency or direct to

W. D. BOYCE, Chicago.

Largest Morning Daily

BETWEEN

St. Louis and San Francisco

THE KANSAS CITY JOURNAL

The Home Paper of Kansas City.

Goes into more homes than any other Kansas City newspaper.

Is not a cheap paper, but sells for Five Cents per copy.
The oldest paper in Kansas City.

Reaches **the Buyers**, and is read by the best class of people of the Southwest.

The **Sunday issue**, consisting of 16 pages, makes a specialty of its Woman's Department, devoting two pages to this department, prepared by a special corps of lady writers.

Circulation: { **27,000 Daily.**
32,000 Sunday.

THE WEEKLY JOURNAL AND AGRICULTURIST,

Circulation, 47,000.

Goes to the best class of farmers in the Southwest.

Reduced in price, six months since, from \$1.00 to 50 cents per year.

Increase since this reduction—21,000.

Its papers are sent into every State in the Union.

Place your order with any responsible agency, or apply to

Western Office—Room 402, 167 Dearborn St., Chicago, Ill.,

HORACE M. FORD, Manager.

Eastern Office—Nos. 51 & 52 Tribune Building, New York,

W. WARD DAMON, Manager.



UP STAIRS:
Journalistic Ability.
DOWN STAIRS:
Tact and Energy,
MAKE a Paper.



SUPERIOR, successful dailies are made by harmonizing editorial ability with bright business judgment, and it is these two talents, strongly and happily blended, that have made the

CLEVELAND WORLD

The most widely circulated evening paper in the State of Ohio.

Over 40,000 a Day

A large percentage of this 40,000 take no other daily paper. It satisfies every demand; they feel the need of no other journal. To reach this class and get in touch with others, you **MUST** advertise in THE DAILY and SUNDAY WORLD.



West, • • • • • • • • • Omaha

Omaha is 1,300 miles from New York; although but little over one-third the way to San Francisco, still it may be considered "Out West."

On the Missouri, flanked by Iowa on the east and Nebraska on the west, it is a city of 150,000 busy people, in the midst of a hundred populous towns, all surrounded by the richest farming country in the world.

THE OMAHA BEE has a larger circulation than any other newspaper in either of these two great States. It is a thoroughly live newspaper, a leader of thirty years, and has a **KNOWN CIRCULATION** of 25,000 Daily, 30,000 Sundays and 42,000 Weekly.

It means something to advertise in such a newspaper. If in doubt then go to

The Bee.

North-West St. Paul

This "big four" combination continues strong, for where in all the North-west is the equal of the ST. PAUL PIONEER PRESS?

St. Paul and Minneapolis have grown up around the PIONEER PRESS. In age it outranks all, even the State.

With a **KNOWN CIRCULATION** of 20,000 each Daily and Weekly and 22,000 on Sundays, its clientele is the cream of Minnesota and the great North-west Twin-city metropolis.

It is in all respects a home newspaper of the highest class. **PROSPEROUS PAPERS PAY**—especially advertisers; so will the

Pioneer Press.

As home newspapers for advertisers to reach the buying classes in town and country of the West, South-west, North-west and far West, match these if you can.

A. FRANK RICHARDSON,
Tribune Building, New York.

South-West, Louisville

The great newspaper for Louisville and the South-west, Kentucky and Southern Illinois and Indiana, is THE LOUISVILLE COURIER-JOURNAL.

With 12 pages Daily and Weekly and 16 to 40 pages Sundays, it is one of the few great American newspapers.

For over sixty years it has been the ideal newspaper for that wealthy city, Louisville, and the prosperous State of Kentucky. No shop, no store, no Kentucky home is complete without it.

Its advertising is largely local, and its readers are among the business classes and their families.

Newboys know it not, but its subscribed and paid-for **KNOWN CIRCULATION** is—

Daily, 25,000	Sunday, 37,000	Weekly, 123,000
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Courier- Journal.

More West, Seattle

The combination rounds up well, with the oldest and best in the new State of Washington—the SEATTLE POST-INTELLIGENCE.

To a newspaper age means something, to an advertiser therein it means much more. The Post-INTELLIGENCER has 25 years to its credit, which is as much to Washington as 250 in New York or 500 in London.

It has a **KNOWN CIRCULATION** of 12,000 Daily, 13,200 Sundays and 13,300 Weekly, which is the same to Seattle as 600,000 would be to New York.

It's a rich field for advertisers; the people take to new things, and to a man they take to the

Post- Intelligencer.

| Chamber of Commerce, New York.